

AMENDMENTS TO THE SPECIFICATION:

Page 5, please amend the third full paragraph commencing at line 11 as follows:

FIG. 1 is a schematic view showing an Internet advertising system for a slot machine game using image ad symbols according to the present invention. The Internet advertising system shown in FIG. 1 includes: a number of ad sponsors 10; a service provider server 20; a user computer/cellular phone 50 or 60 which can access the service provider server 20 via the Internet 30 or a mobile telecommunications network 40; a cyber shopping mall 70; a cyber money settlement system 80; shops 90; and a ~~local area network (LAN)~~ wireless communications network 100 which enables a user to access the shops 90 by the cellular phone 60.

Page 6, please amend the second full paragraph commencing at line 22, and ending on page 7 at line 7, as follows:

Also, the advertising system according to the present invention includes: a POS terminal 190 of each of the shops such as department stores, movie theaters, restaurants, automobile agencies where users can use merchandise bonds, coupons and tickets; a ~~LAN~~ wireless communications network 100 which adopts bar code signals, infrared ray signals, radio frequency signals, or Bluetooth signals which enables a user to communicate with the POS terminal 190 by his or her cellular phone 60; a merchandise bond/coupon/ticket settlement server 200 which settles merchandise bond/coupon/ticket which a user has used in the shops; a delivery system 210 which delivers a product selected by a user in the premium shopping mall 160 according to a user's request, via a delivery company; a customer management center which is called a call center 220 which grasps and handles delivery-related processing jobs and users' request and complaint; and a cyber money transfer server 230 which transfers cyber money to the other user according to a user's request.

Page 11, please amend the fifth full paragraph commencing at line 24, and ending on page 12, at line 7 as follows:

Here, in the case that the user selects the affiliated department store merchandise bond, the premium shopping mall 160 is associated with the merchandise bond/coupon/ticket system 180, and transmits a merchandise ticket to a user's cellular phone 60 registered in the customer management server 150 via the service provider server 20, by a SMS (short message service) transmission via the mobile telecommunications network 40. Accordingly, if the user depresses a "SAVE" button in his or her cellular phone as shown in FIG. 18, the merchandise bond is automatically stored in a certain memory in the cellular phone. Thereafter, the user can use the merchandise bond in relevant shops, using a ~~LAN-wireless~~ communications network method which adopts bar code signals, infrared ray signals, radio frequency signals, or Bluetooth signals, or directly showing the merchandise bond displayed on the cellular phone screen to a clerk.

Page 14, please amend the fourth paragraph beginning at line 25 and continuing to page 15, line 1, as follows:

Also, the slot machine game according to the present invention enables users not to feel ~~the burdens~~ burdensome need for cyber money but to enjoy playing only the game so that they faithfully watch advertisements displayed on the screen. As illustrated in FIG. 27, users can receive a premium such as merchandise bond/coupon/ticket according to a game result although the other conditions are the same.

Page 15, please amend the first full paragraph beginning at line 2, as follows:

As described above, the slot machine game according to the present invention enables a user to access the service provider server 20 via the user computer 50 or the cellular phone 60 and enjoy a slot machine game using image ad symbols on an on-line connection basis. In particular, if a user plays a slot machine game using the cellular phone 60, a wireless Internet communication fee is excessively charged to make the user

feel ~~much~~ a great burden. Accordingly, as a method of reducing a communication fee, a user selects a particular advertising image at the state where the user accesses the service provider service 20, and downloads the selected advertising image and an ad game program to thereby make the user play the downloaded game. In this case, the user plays the game at the state where the user does not access the service provider 20. Here, the user can access the service provider server 20 only if he or she obtains a certain point or won a premium, or wants to charge cyber money. As a result, a communication fee can be reduced in comparison with the case of playing the game on an online basis.

Page 19, please amend the first full paragraph commencing at line 5 as follows:

Here, the user determines whether or not he or she will receive his or her selected product as an affiliated department store merchandise bond (S290). In the case that the user wants to receive the selected product as the affiliated department store merchandise bond, the premium shopping mall 160 is associated with the merchandise bond/coupon/ticket system 180, and transmits a merchandise ticket to a user's cellular phone 60 registered in the customer management server 150 via the service provider server 20, by a SMS (short message service) transmission via the mobile telecommunications network 40 (S300). Accordingly, if the user depresses a "SAVE" button in his or her cellular phone, the merchandise bond is automatically stored in a certain memory in the cellular phone. Thereafter, the user can use the merchandise bond in relevant shops, using a ~~LAN~~ wireless communications network method which adopts bar code signals, infrared ray signals, radio frequency signals, or Bluetooth signals, or directly showing the merchandise bond displayed on the cellular phone screen to a clerk (S310). The merchandise bonds which have been used in the shops are settled by the merchandise bond/coupon/ticket settlement server 200 which is connected to the shops (S320).